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a broadcasting station for broadcasting a digital content together with attribute information indicating an attribute thereof; and

said attribute information is expressed with an n-dimensional vector A comprising attribute items as elements each indicative of attribute intensities for a digital content;

said reception apparatus's selection means performs an inner product operation between an attribute information's vector A attached to a broadcast digital content and



3. A broadcasting system according to claim 1, wherein said selection information's vector S is found from a vector A of attribute information attached to a plurality of digital contents selected by a user.

4. A broadcasting system according to claim 3, wherein said selection information's vector S is found according to the following equation:

$$S = \frac{1}{M} \sum_{k=1}^M A_k$$

where M is assumed to be the number of digital contents selected by a user; and an attribute vector for the K-th digital content selected by a user is assumed to be:

$$A_k = (a_{1k}, a_{2k}, a_{3k}, \dots, a_{nk})$$

5. A broadcasting system according to claim 3, wherein said selection information's vector S is found according to the following equation:

$$S = \frac{1}{M} \sum_{k=L-M+1}^L A_k$$

where M is assumed to be the number of windows for finding a vector S; L is assumed to be a start point for selecting a plurality of digital contents for finding the vector S; and

an attribute vector for the K-th digital content selected by a user is assumed to be:  $A_k = (a_{1k}, a_{2k}, a_{3k}, \dots, a_{nk})$

7. A broadcasting system according to claim 3, wherein said selection information's vector S is found by averaging vectors A for attribute information attached to a plurality of digital contents reserved by a user.

8. A broadcasting system according to claim 3, wherein said selection information's vector S is found by averaging vectors A for attribute information attached to a plurality of digital contents reproduced by a user for a specified time or more, averaging vectors A for attribute information attached to a plurality of digital contents reserved by a user, assigning a weight to each average, and combining these weights.

9. A broadcasting system according to claim 1, wherein said reception apparatus's selection means selects a digital content based on a vector S of selection information corresponding to a plurality of users.

10. A reception apparatus comprising:

reception means for receiving said digital content and attribute information broadcast from a broadcasting station;

recording medium for recording received digital content and attribute information;

output means for outputting received digital content; and



$$P = \frac{A \cdot S}{|A| |S|}$$

where

$$A \cdot S = \sum_{k=1}^n a_k S_k$$

$$|A| = \sqrt{\sum_{k=1}^n a_k^2}$$

$$|S| = \sqrt{\sum_{k=1}^n S_k^2}$$

in which neither A nor S is 0 vector.

12. A reception apparatus according to claim 10, wherein said selection information's vector S is found from a vector A of attribute information attached to a plurality of digital contents selected by a user.

13. A reception apparatus according to claim 12, wherein said selection information's vector S is found according to the following equation:

$$S = \frac{1}{M} \sum_{k=1}^M A_k$$

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14. A reception apparatus according to claim 12, wherein said selection information's vector S is found according to the following equation:

where M is assumed to be the number of windows for finding a vector S; L is assumed to be a start point for selecting a plurality of digital contents for finding the vector S; and

15. A reception apparatus according to claim 12, wherein said selection information's vector S is found by averaging vectors A for attribute information attached to a plurality of digital contents reproduced by a user for a specified time or more.

17. A reception apparatus according to claim 12, wherein said selection information's vector S is found by averaging vectors A for attribute information attached to a plurality of digital contents reproduced by a user for a specified time or more,

averaging vectors  $A$  for attribute information attached to a plurality of digital contents reserved by a user, assigning a weight to each average, and combining these weights.

18. A reception apparatus according to claim 10, wherein said selection means selects a digital content based on a vector  $S$  of selection information corresponding to a plurality of users.